Spokane County

Quit Line Data Summary July 1 - September 30, 2003

Number of Calls to Quit Line County State Percent of Statewide Calls 13.9% 100.0% Percent of State Population in County¹ 7.1% 100.0% County % State % Gender N = 335 N = 2,565 Female 59.1% 63.8% Male 40.9% 36.2% Race/Ethnicity N = 317 N = 2,185 People of Color 12.3% 13.0% White 87.7% 87.0% Age N = 333 N = 2,379 Less than 18 years old 0.3% 1.7% 18 - 24 years old 0.3% 1.7% 25 - 34 years old 22.5% 23.3% 35 - 44 years old 24.9% 26.0% 45 years and older 39.3% 33.2% Education N = 329 N = 2,267 Did not graduate high school 18.8% 19.5% High school graduate 35.3% 33.3% Some college/vocational school 36.5% 35.3%
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College graduate 9.4% 11.9%
Caller Type
General Information 0.6% 10.5%
Health care provider 0.3% 3.2%
Tobacco user 99.1% 86.3%
Payer Type
Insured 27.2% 29.4%
Uninsured 32.5% 30.4%
Medicaid 40.4% 40.2%
Heard About
Past caller 17.3% 14.0%
Employer/worksite 0.7% 1.1%
Health care provider 25.5% 29.8%
Television 19.0% 13.7%
Outdoor advertisement (billboard/bus/wall) 2.0% 4.7%
Targeted mailing 0.0% 0.0%
Great Start 0.3% 0.1%
Radio 0.7% 1.1%
Newspaper/Magazine 0.0% 0.5%
Brochure/Newsletter 3.3% 5.6%
Family or friend 29.4% 24.7%
Health Department 1.6% 4.1%
School 0.3% 0.6%

Source: Washington State Department of Health Tobacco Prevention and Control

Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

^{*} Rate not calculated because number of calls was less than 5.